



**M e n d o c i n o   C o u n t y   W a t e r   A g e n c y**  
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### **North Coast Water Conservation Group**

#### **Report on Milestone 1.1: April 1 – June 30 2009**

The Mendocino County Water Agency (MCWA) is not a water purveyor, and as such cannot provide water consumption data from the water districts in the upper Russian River watershed. The MCWA is very active in promoting water conservation and supporting the local water districts in their efforts to reduce usage.

The Mendocino County Board of Supervisors proclaimed “an emergency situation due to drought conditions” in March 2009, and have re-confirmed its importance every two weeks since.

County Counsel has drafted an “Urgency Ordinance” that requires users of Lake Mendocino water to reduce usage by 50%. This item will be placed on the July agenda for the County Board of Supervisors meeting.

One MCWA staffer provided a 30 minute presentation on water conservation while the rest of the team staffed a booth during the Earth Day celebration at Mendocino College. Water conservation and pollution prevention were the two messages from the booth.

The Family-Life Expo and Home Show was held on the Mendocino College campus April 25 & 26. The MCWA booth provided water conservation information as well as an offer by staff to perform interior/exterior water audits for interested residents and business owners. The booth was sponsored by the Upper Russian River Water Districts.

MCWA’s contracting Water Education Specialist provided day-long water awareness activities to school children in grades 1-6 between Hopland and Redwood Valley. During the reporting period, she taught 5 classes, reaching 99 children and 5 adults.

MCWA’s Water Education Specialist and Water Resources Specialist taught high school students about water and the importance of conservation in the Russian River watershed. They taught classes for five days, reaching approximately 258 students.

The Water Resources Specialist presented one evening class at the Ukiah Valley Library to teach 15 students how to perform interior water audits.

The MCWA awarded a local business a Certificate of Excellence for using low impact development techniques in their newly constructed automobile dealership. Their car wash recycles 98% of the water used, and the 14 acre parking lot directs all surface flow to infiltration trenches through pervious pavement corridors.

The MCWA hosts a semi-monthly meeting of the Upper Russian River Water Districts. Ten districts from Hopland to Redwood Valley have been working together to discuss conservation strategies and to work together as a team. The most recent newspaper advertising campaign to promote conservation ran in the Ukiah Daily Journal from April 14 – 23.

This year's Water Conservation Poster Contest was held in May to coincide with Water Awareness Month. The theme "Make Every Drop Count" was presented to elementary school classes from Hopland to Redwood Valley. Over 100 posters were submitted from children in grades 2 – 6. Six winning posters were selected, and the winners received a \$20 gift certificate to a local bookstore. Two sets of 15 posters have been displayed at various venues in Ukiah, which will continue through summer.

The Water Resources Specialist participated in a 1-hour interview about water conservation at KZYX radio.

MCWA staff volunteered for the first segment of the annual Russian River Cleanup that went from Redwood Valley to Ukiah.